



## SUMMARY OF THE INVENTION

One object of the invention is to eliminate the above mentioned problem and drawback and provide a method for recording of data, which makes it possible to select a correctly defined subset of individuals from a stream of individuals. Any falling off of individuals from said subset will be registered automatically and the effect of the falling off can be considered directly when compiling the information from the recording of data.

The stream of individuals is guided to pass a check point in which the individuals can be counted. Within accidental, but preferably predetermined, intervals an individual is automatically selected as interviewee. The interviewee can be provided with physical evidence, e.g. a code authorizing the interviewee to carry out recording of data on a data recording device. In this context the term recording of data refers to the interviewee answering, through the data recording device, a questionnaire displayed on a display screen or similar.

In connection with the selection, information that an interviewee has been selected is also recorded. Due to the selection being performed automatically and the registration of each interviewee completing an interview also being performed automatically in the data recording device, falling off of selected individuals can be accounted for immediately and can be added to the survey results.

Within the scope of the invention it is also possible to enable selected individuals to accomplish the recording of data immediately in connection with the selection. According to such an embodiment the physical proof and the code carrier can be omitted. The code carrier can also be replaced by biometric information, for example based on face features, retina or finger print, being unique for the selected individual.

According to a first embodiment of the invention counting of individuals in the stream of individuals is performed in connection with the individuals taking a queue number ticket for purchasing a product or service. The number of the queue number ticket, or other information on the queue number ticket, indicates for personnel that the individual has been selected and a code carrier, e.g. a document having a code being unique for each document, is assigned to the individual. According to a second

embodiment the selection is performed in connection with the activation of a cash register system or similar due to the payment, or any similar action, by an individual. Within the scope of the invention it is also possible to count individuals passing a counter and, directly with an adjustable interval, provide specific individuals in the stream with a document having information giving the individual access to perform the survey. Also in this case individuals who does not choose to use the access can be counted so that the falling off can be determined.

#### BRIEF DESCRIPTION OF THE DRAWINGS

- Fig. 1 schematically illustrates a first embodiment according to the invention, wherein individuals are selected immediately and are assigned an access document, and.
- Fig. 2 schematically illustrates a second embodiment according to the invention, wherein individuals are selected in connection with payment and then is assigned an access document.

#### DESCRIPTION

According to the embodiment of Fig. 1 a stream of individuals of a first set of individuals passes by a dispenser 10 for queue number tickets 11. The queue number tickets and the dispenser can be of conventional type but preferably the dispenser 10 is arranged to provide a queue number ticket within an adjustable interval and with specific information. The information can comprise an indication that the individual who received the queue number ticket has been selected for participation in a survey by means of a data collection device 12 and a particular code. The information can also be arranged on specific interspaced queue number tickets in advance. Within the scope of the invention, the interval or interspace between each selection can be predetermined or random. The first selection however is random.

According to this embodiment, the dispenser 10 is also connected to the data collection device 12 and it continuously transfers information about the number of

selected individuals to this device. The dispenser 10 comprises a counter counting the number of queue number tickets taken from the dispenser. Due to that each person passing the dispenser 10 is counted by it, the dispenser 10 serves as a passage counter. Generally, in this context passage counters refer to means from which information of the number of selected individuals can be retrieved. Preferably, information about the total number of individuals, or about which portion that has been selected, is also provided.

The specific code is used to give specific selected individuals 19 access rights to activate the data collection device 12 for a session of the survey. The individuals who are selected for participation in the survey are transferred to a second set of individuals. The individuals of the second set are selected within a specific interval, e.g. every tenth individual of the first set is selected and transferred to the second set. The ones included in the second set are assigned a code carrier 18 to be used in connection with the survey.

The data collection device 12 can comprise a computer 13 and a display 14, preferably of the touch screen type. The data collection device 12 is supplemented with keyboard or similar if the display 14 is not a touch screen. Due to that the questionnaire is stored in the data collection device, or in a computer connected to this device, it can easily be changed and by connecting the data collection device with another computer, e.g. through the Internet, remote control can be obtained. An important function of the data collection device 12 is the visual display of the questionnaire.

An alternative to providing the queue number ticket with the specific information is to provide persons arriving at a cash register 15, or similar device, with this information in connection with payment. The cash register can be arranged for automatically printing or feeding out, within a specific interval, a document having corresponding information. It is also possible that the cash register indicates for personnel at the cash register that a document is to be produced manually and be delivered to the person at the cash register.

It should be noted that the document with information required to gain access to activate the data collection device for a survey also can be arranged for automatic reading, so that the interviewee does not have to enter any code. The document serve

as a code carrier and can comprise a transponder for electronic reading of a signature or carry an optically readable code. The code carrier can for example be formed as a transponder cooperating with a transmitter and receiver of the data collection device 12.

5           It is also possible to use other information being specific for the selected person, e.g. information of biometric nature, which in such an embodiment forms the code required for participation in the survey. Equipment for identification by means of retina, face features, fingerprints or corresponding features then cooperates with the data collection device. The equipment can include a video camera, a fingerprint reader  
10       or any other biometric sensor.

          According to an embodiment of the invention illustrated in Fig. 2 a stream of individuals, such as a queue, of a first set of individuals passes by a passage counter 16. The passage counter 16 is connected to or is included in a feeding out device 17 also comprising a dispenser of any type. Within a specific interval, e.g. every tenth  
15       individual of the first set passing by, is offered a code carrier 18 from the feeding out device. Thereby the individual is transferred to a second set of individuals. The code carrier 18 is used in a similar manner as described above to provide access to the data collection device 12.

          In addition to the code, the code carrier also comprises information indicating  
20       that the person who has received the code carrier has been selected as an interviewee. Additionally, information about the procedure and possible rewards for completing the survey should be provided. According to the embodiments including a cash register for administering the code carrier, relevant information about code, interviewee, possible purchase, etc. is suitably transferred to the cash register and a computer connected therewith. By means of this information the survey can be supplemented and  
25       correlated with other information.

          According to this embodiment the data collection device 12 can also comprise a code reader 20, which can be optic, electronic or arranged for contact independent reading of the code in any other conventional way. The code can also be entered in the  
30       data collection device 12 through a conventional keyboard or a so called touch screen.